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ANIMAL WELFARE PROGRAM

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Animal Care
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Nutrition Facts



Attention Grocers

**HEALTHY AND HUMANE
TREATMENT FOR OUR HENS**

Sauder's Eggs, a Central Pennsylvania egg producing company, is once again at the forefront of instituting positive food industry policy. After helping to create the Pennsylvania Egg Quality Assurance Program to reduce risk of foodborne illness, the family-run egg producing company announced last month that it is the first egg producer in the state to adopt new stringent standards for animal welfare.



Seal only to be placed on egg cartons. Seal is not to be placed on egg cartons. Seal is not to be placed on egg cartons.



Sauder's Eggs are now being produced in compliance with the new United Egg Producers/Food Marketing Institute/National Council of Chain Restaurants Animal Welfare Guidelines. These guidelines significantly improve the comfort, health and safety of our hens. We are the first egg producers in Pennsylvania to implement fully these guidelines.

Because of our participation in this program, we are entitled to place a seal on every egg carton which reads "Certified Animal Care." We

strongly urge you to include this seal on all cartons carrying eggs you purchase from Sauder's. It lets your customers know that you care.

We have attached a sample of the seal, as it would appear on a carton. The sample also shows the Pennsylvania Egg Quality Assurance Program seal, which certifies Sauder's Eggs as produced under the strict requirements for this program designed to reduce the risk of foodborne illness.

Copied from: Food Industry Advisory News

Sauder Eggs Animal Welfare Program:

Sauder Eggs, a Central Pennsylvania egg producing company, is once again at the forefront of instituting positive food industry policy.

After helping to create the Pennsylvania Egg Quality Assurance Program to reduce risk of foodborne illness, the family-run egg producing company announced last month that it is the first egg producer in the state to adopt new stringent standards for animal welfare.

The standards, developed by an independent scientific advisory commission for the United Egg Producers (UEP), the egg industry trade

<http://www.saudereggs.com/animalCareCert/index.cfm>

Exhibit 4

association, were designed to enhance the quality of life for hens in egg laying operations.

"We have always tried to treat our flocks as humanely as possible," explained Paul Sauder, CEO of Sauder Eggs. "But now as a result of these guidelines, we have sound scientific methods and practices that can be implemented on a consistent basis at every egg laying facility."

The commission-comprised of USDA officials, academicians, scientists and officials from the humane association - was asked to review the scientific research literature on specific topics relevant to the well being of laying hens and to identify where further research was needed. The United Egg Producers guidelines found that many existing management practices of the egg laying industry were not inhumane but improvements could be made to the system. The guidelines deal with air quality, feeding flock management, cage sizes, water quality, ambient temperature, noise pollution, illumination levels and other factors that would positively impact the comfort, health and safety of the chickens at these egg laying facilities.

"Animal welfare is good business," said Sauder. "We are proud to be a leader in the egg industry by implementing the new program." The Food Marketing Institute and the National Council of Chain Restaurants have endorsed the new guidelines. The two national associations published a report last June reviewing specific recommendations to strengthen animal welfare across all sections of agriculture, including dairy cattle, swine, broilers turkeys and ranch cattle. As a result of these two groups reviewing and accepting the policies of the United Egg Producers, Sauder Eggs is encouraging supermarket chains who contract Sauder's to produce eggs for their store label to include the new "Certified Animal Care" seal on egg cartons. Currently, there are Sauder Eggs' cartons in retail stores with the seal on them according to Sauder.

"It is a program that's good for us, good for grocers, good for consumers, and certainly good for our chickens," Sauder concluded.

FOR IMMEDIATE RELEASE

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SAUDER'S EGGS LAUNCHES ANIMAL WELFARE PROGRAM

(LITITZ, PA) - Sauder's Eggs, Central Pennsylvania's best known family-run, egg-producing enterprise, announced that it is the first egg producer in Pennsylvania to adopt new stringent standards for animal welfare. The standards, developed by an independent scientific advisory commission for the United Egg producers, the premier egg industry trade

association, represent three years worth of studies and will significantly enhance the quality of life for hens in egg laying operations.

"We have always tried to treat our flocks as humanely as possible," Paul Sauder, CEO of Sauder's Eggs, explained. "But now as a result of these guidelines, we have sound, scientific methods and practices which we can implement on a consistent basis at every laying facility." The guidelines will deal with air quality, feeding, flock management, cage sizes, water quality, ambient temperatures, noise pollution, illumination levels and a host of other factors which positively impact the comfort, health and safety of the chickens.

"Animal welfare is good business," Mr. Sauder said. "We are proud to be a leader in the egg industry by implementing this new program." Sauder's Eggs has also been a pioneering force in food safety efforts as well. "We helped create the Pennsylvania Egg Quality Assurance Program to reduce the risk of foodborne illness. Now we are continuing our quest for excellence by instituting this important program for our flocks," Mr. Sauder stated.

The UEP Animal Welfare Guidelines were published in June of this year and have been endorsed by the Food Marketing Institute and the National Council of Chain Restaurants. As a result, Sauder's Eggs are encouraging supermarket chains who contract with Sauder's to produce eggs for their store label to include the new "Certified Animal Care" seal on egg cartons. "Stores which choose Sauder's Eggs should let their customers know that these eggs are produced under strict animal welfare standards," Paul Sauder said. "It's a program that's good for us, good for grocers, good for consumers and certainly good for our chickens."

Animal Husbandry Guidelines/Best Management Practices For U.S. Egg Laying Flocks

The commercial egg industry in the U.S. has grown rapidly over the past 50 years, and its growth reflects the changing needs of our society. Today, just 2% of the population lives on farms, producing food for the remaining 98% of us. As people moved into the cities and suburbs with fewer people raising their own food, the demand for eggs increased while the supply diminished. The modern egg industry was born in response to this demand. Production began to shift from local backyard flocks to modern cage systems.

Recognizing the importance of welfare standards for egg laying hens, UEP first reviewed its welfare practices over 20 years ago. Since that time, the industry has made dramatic changes to keep pace with evolving science. Most recently, UEP commissioned a Scientific Advisory Committee for Animal Welfare in 1999. This committee was asked to review the scientific research literature on specific topics relevant to the well being of laying hens and to identify areas where further research

was needed. Additionally, the committee was asked to develop recommendations based upon existing science for presentation to the UEP Board of Directors and ultimately to the industry.

Dr. Jeffrey Armstrong was given the authority by UEP to personally select the most qualified scientist available for this committee. Those serving on the committee were:

Dr. Jeffrey Armstrong
Head, Department of Animal Science, Purdue University

Adele Douglass
American Humane Association

Donald Bell
Poultry Specialist, University of California, Riverside

Dr. Bill Chase
Veterinarian

Dr. Patricia Hester
Professor of Animal Science, Purdue University

Dr. Joy Mench
Professor of Animal Science, University of California, Davis

Dr. Margaret Shea Moore
Livestock Behavior Research Unit, USDA/ARS

Dr. Ruth Newberry
Assistant Professor, Department of Animal Science and Department of
Veterinary & Comparative Anatomy, Pharmacology & Physiology,
Washington State University

Dr. Larry Stanker
Food & Feed Safety Research, USDA/ARS

Dr. Janice Swanson
Associate Professor of Animal Science & Industry, Kansas State
University

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